



**PACIFIC GAS AND ELECTRIC COMPANY
LOCAL ECONOMIC DEVELOPMENT GRANTS PROGRAM APPLICATION FORM
(PLEASE SUBMIT 3 PHYSICAL COPIES OR 1 ELECTRONIC COPY)**

Name of Organization: City of Sunnyvale, Economic Development Division

Street Address: 456 West Olive Ave

City, State, ZIP: Sunnyvale, CA 94086

Contact Name: Karen L. Davis, Economic Development Manager
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Website Address: www.sunnyvale-econdev.com

Amount of Grant Requested (\$500 to \$10,000): \$10,000.00
(Note: Grant request may be only partially funded)

Total Cost of the Program or Project for which Funding is Requested:

Please Attach to this Application:

- An Annual Report and/or your most recent audited financial statement;
- A copy of your organization's most recent IRS certification of nonprofit status (501(c)(3) letter), if applicable, or the certification of the partnering fiscal agent;
- A list of any Pacific Gas and Electric Company employees or representatives involved with your organization; **Jerry Hutchinson**
- A list of current corporate, foundation, and government funders; and,
- A list of your organization's Board of Directors.

Completed applications are due on July 3, 2003. Please complete the attached application form and send it, with any applicable supporting materials, to:

Mailing Address	Messenger Address	E-Mail Address
Larry Goldzband Charitable Contributions Department Pacific Gas and Electric Company Post Office Box 770000 Mail Code B-32 San Francisco, CA 94177	Larry Goldzband Charitable Contributions Department Pacific Gas and Electric Company 77 Beale St., 32 nd Floor San Francisco, CA 94105 (415) 973-0898	lvg8@pge.com



1) Please provide us with:

- Title of Project/Event: City of Sunnyvale Marketing Program – Phase 2
- Date and/or Time of Project/Event: The marketing materials will be completed by the end of the City's fiscal year (June 30, 2004).
- Description of Project/Event

To complete Phase 2 of the economic development marketing program, the City needs to develop targeted marketing materials focused on retaining and attracting specific emerging industry clusters such as bioscience, nanotechnology, wireless technology, and other telecommunications type of industries.

- Proposed Project/Event Budget (may be attached)

Targeted marketing materials are necessary in order to attract and retain specific industry groups. The specific clusters include bioscience; nanotechnology; wireless and other telecommunications type of industries. Marketing materials will be both hard copy brochures and web-based electronic information. The materials will include information (economic, demographic, education, geographic) relevant to each group, depicting Sunnyvale's benefits to the different industry groups. It will also communicate the importance of these industries to the economy in the City of Sunnyvale and Silicon Valley.

The materials will be used to attract new businesses to the city in order to maintain and increase the current workforce, as well as to retain current businesses in Sunnyvale. The marketing program supports existing regional and local marketing efforts for job retention and job creation, which are key elements to our economic recovery. The materials will be incorporated into the city's business outreach and visitation program. They will also be provided to brokers, developers, site selection consultants and others who influence location decisions.

PROPOSED BUDGET

Administration	\$5,000
Creative and Development of Material	\$5,000
Design and Final Preparation/Layout	\$2,000
Web Site/Electronic Development	\$1,500
Printing (10,000 copies)	<u>\$6,000</u>
Total	\$19,500

2) Please list the three most challenging local economic development issues facing the area served by your organization:

- Creating a business-friendly environment to retain and attract emerging technology businesses to the city and decrease vacancy rate which has gone from less than 3% to more than 20%.
- Retaining and creating high-paying jobs and opportunities for employment to retain and attract talent in the region as well as employ workers displaced due to the current economic downturn.
- Increasing sales tax and property tax revenue to the city to continue both basic services (public safety, public works) and sustain the quality of life (library, parks).

3) How would the proposed grant address the local economic development challenges listed above?

Creating new industry-specific marketing materials will show Sunnyvale is a competitive place to do business and an attractive place for workers and families to live.

The marketing strategy is to use these materials to reach out to existing businesses, brokers, site selection consultants and others that influence expansion and relocation decisions (see the enclosed Community Development Strategy, Pages 51-54).

4) What geographic region area does your organization serve?

Sunnyvale/Silicon Valley

5) What other local economic development organizations serve the same area? Are you partnering with another organization(s) in applying for this grant? If so, please list your partner(s).

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|---|---|
| ▪ Sunnyvale Chamber of Commerce | ▪ Bay Area Economic Forum (regional) |
| ▪ Silicon Valley Manufacturing Group (regional) | ▪ Bay Area Marketing Partnership (regional) |
| ▪ Joint Venture Silicon Valley (regional) | ▪ Bay Area Science and Innovation Consortium (regional) |

6) If there are other organizations within your area, do you plan to partner with them or somehow form an alliance with them to leverage funding?

The City of Sunnyvale is a participant with Bay Area Marketing Partnership and Bay Area Science and Innovation Consortium (BASIC). Bay Area Marketing Partnership has developed a marketing web site, which has a City of Sunnyvale link, general marketing information materials and a marketing brochure focused on bioscience that also includes references to Sunnyvale. As a member of Bay Area Marketing Partnership, Sunnyvale will participate in the creation of future Bay Area Marketing Partnership brochures as well. If funded, this project will allow Sunnyvale to leverage the Bay Area Marketing Partnership marketing brochures with information specific to Sunnyvale. Both the BAMP bioscience brochure and the Sunnyvale bioscience brochure will be used as part of the Bay Area promotions at the Bio 2004 Conference to be held in San Francisco in June 2004. This project will also leverage the marketing information in the new BASIC brochure that identifies regional R&D assets, including a number of facilities near and adjacent to Sunnyvale.

7) Has your organization (or another organization in your area) previously attempted or completed the same type of project for which you are applying for funding, and was that project successful?

In fiscal year 2003, which ended June 30, the Economic Development Division created development of new marketing campaign, including a new theme and general marketing materials. A copy of the brochure is attached. The overall success of the marketing campaign is dependent on completing development of Phase 2, which will target specific industry groups outlined in this request.

8) How will you measure the short-term and long-term success of this proposed project/event?

We will measure success by the increase in the different number of business groups locating in Sunnyvale, the growth in the number of jobs, the decrease in the vacancy rate and an increase in sales and property tax revenue. A qualitative measure will be the response from businesses regarding their perceptions of doing business in Sunnyvale. The Economic Development Division is able to obtain this information from data provided on business license applications and renewals. The business license renewals routinely include survey questions to assist in obtaining qualitative data.

9) What hurdles do you anticipate your organization will face in completing the project?

Hurdles being faced by the City of Sunnyvale include budget reductions. Budget cuts reduced the funding for Phase 2, which, in turn, jeopardizes the development of these targeted marketing materials. Also, the continuing lag in the economy “feeds” negative perceptions and causes businesses to look to local government to assist in solving problems such as vacancies and cost of doing business. While the City cannot solve these problems alone, the Economic Development program can play a role by actively promoting Sunnyvale as a good place to do business.

10) Specifically, how will your organization publicly recognize Pacific Gas and Electric Company should the utility award it a local economic development grant?

PG&E will be given credit on the brochure and web site for funding the development of the promotional materials. PG&E’s logo will be included on both hard copy brochures and information posted on the web. The Economic Development literature can also promote PG&E as a partner in regional and local economic development efforts. PG&E will be mentioned in the Economic Development newsletter, which is mailed to over 9,000 Sunnyvale businesses. Also, if the grant is approved, a media release will be issued.

11) Please feel free to provide Pacific Gas and Electric Company any further information that might be of use in its deliberations by providing an attachment to this application form.

- City of Sunnyvale’s Community Development Strategy
- Sunnyvale Marketing Information – Phase 1
- Sunnyvale Economic Prosperity Annual Report
- Sunnyvale City Council Information
- BAMP Bioscience Brochure
- BASIC Brochure